

Plaintiffs' Exhibit 70

From: [REDACTED] MAJ USARMY AEMO (USA) </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=18C6EE359D774A0188E74A58C63BA09B-LENNOX.G.MO>
To: [REDACTED] CIV USARMY HQDA AAA (USA)
CC: [REDACTED] MAJ USARMY AEMO (USA); [REDACTED] USARMY AEMO (USA); [REDACTED] LTC USARMY AEMO (USA);
Sent: Jr COL USARMY HQDA ASA MRA (USA)
Subject: 11/29/2021 6:39:44 PM
Attachments: Documents (UNCLASSIFIED)
2022 Paid National Media Strategy TOTAL ARMY- 21 JUL 2021.pdf; 2022 Paid National Media Tactical Recommendation ASL 22 OCT.pdf; FY '21 (27 SEP '21-25 SEP '22) National Media Upfront Tactical WIP Checkin 2 8-19-21.pdf; FY22-24 AMP - FINAL ARMY (18MAY21).pptx; NM POM Worksheet (7SEP21).xlsx; [Non-DoD Source] RE: Easiest Question You'll Get Today (UNCLASSIFIED); Q3 FY21 MMM Insights 09.01.2021_AEMO Action Officers Shared.pptx

CLASSIFICATION: UNCLASSIFIED

Good afternoon Ma'am,

The following documents are attached as discussed this morning:

1. BACKGROUND

- a. FY22-24 AMP FINAL ARMY (18MAY21)-
 - i. Slide 7 identifies AEMOs Objectives and Key Results (OKRs). The OKRs within LOE 1 represent AEMOs support to the Army accessions mission.
- b. Q3 FY21 MMM Insights 09.01.2021_AEMO Action Officers Shared –
 - i. Slide 11 identifies the National Media contribution to marketing attributable EMM contracts, [REDACTED] (National – Digital, [REDACTED] + GM + AA TV, [REDACTED])
 1. [REDACTED] represents the goal for National Media's contribution to AEMO OKRs (Contracts/Leads).
 - ii. Slide 7 defines the performance of each media channel. For example, video (GM + AA TV, OLV-YouTube Non-Calling, OLV Non YT) performed well therefore AEMO will continue its investment.
- c. 2022 Paid National Media Strategy TOTAL ARMY- 21 JUL 2021
 - i. Slide 10 shows the approved investment scenario. For example, video (Linear TV - GM & MC (ENT/SP/Tentpoles), Streaming Video - Non YouTube, Streaming Video – YouTube) accounts for [REDACTED] the FY22 investment.
- d. 2022 Paid National Media Tactical Recommendation ASL 22 OCT
 - i. Slide 7 shows that the tactical plan will deliver more than [REDACTED] AEMOs OKRs based on performance outlined in MMM.
 - ii. Slide 8 shows how each channel contributes to the [REDACTED]. For example, video (Linear TV, Online Video (Non YouTube), YouTube) will contribute [REDACTED]

2. POM DEVELOPMENT FOR VIDEO MEDIA (EXAMPLE)

- a. FY '21 (27 SEP '21-25 SEP '22) National Media Upfront Tactical WIP Checkin 2 8-19-21
 - i. Slide 1 identifies [REDACTED] Target Rating Points (TRPs) as the weekly benchmark [REDACTED]
[REDACTED] TRPs are what we purchase IOT run video content in market.
 - ii. [REDACTED]
- b. [REDACTED]-DoD Source RE Easiest Question You'll Get Today (UNCLASSIFIED)
 - i. [REDACTED]
 - ii. For FY24, Baseline cost was estimated at [REDACTED]
- c. NM POM Worksheet (7SEP21)
 - i. Breaks down how historic costs were used to estimate FY24-FY28 costs.

I can provide clarification or additional documents as needed.

Respectfully,

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TEAM DDB

25 OCT 2021

21 NMTF

FY22 Paid National Media Tactical Recommendation

TEAM DDB

AGENDA

1. BLUF

2. Strategic Background

3. Business Case

4. Defining Success

5. Risks, Challenges and Assumptions

6. FY22 Plan on a Page

7. FY22 Quarterly Plans

8. Media Plan Details

